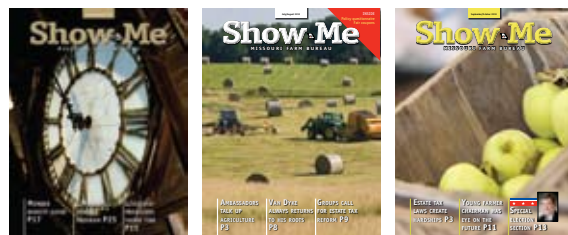


Show Me

MISSOURI FARM BUREAU

Display Advertising Rate Sheet

2011



Show Me Missouri Farm Bureau is the official membership publication of the Missouri Farm Bureau. This bi-monthly magazine is mailed to every Missouri Farm Bureau member. Average circulation is more than 110,000 and has grown annually for over two decades. Circulation is divided into five categories: Active Farmer = 27%; Rural = 30%; Urban = 38%; Retired Farmer = 2%; and, Agribusiness = 3%. Our goal is to inform members on Farm Bureau policy, benefits, services, and legislative and regulatory issues. *Show Me MFB* offers an opportunity to learn about other members through features in each issue. Cover this market like no one else can and support an organization important to Missouri farmers and ranchers – Missouri Farm Bureau.

EDITORIAL CALENDAR

Jan/Feb	March/April	May/June	July/Aug	Sept/Oct	Nov/Dec
MFB annual	Legislative issues,	Open issue	Resolutions policy	Farm-PAC section	MFB tentative
meeting highlights,	YF&R Conference		questionnaire, State	(election years)	policy resolutions,
FB Policy	Sponsors		Fair promotions		MFB annual
					meeting notices

RATES

MECHANICALS

DEADLINES

B&W GROSS RATES:

Inch	\$ 82
1/6 pg.	416
1/4 pg.	624
1/3 pg.	834
1/2 pg.	1,248
2/3 pg.	1,662
Full page	2,246
Inside Cover	3,354

COLOR GROSS RATES:

Inch	\$ 92
1/6 pg.	526
1/4 pg.	782
1/3 pg.	1,046
1/2 pg.	1,569
2/3 pg.	2,089
Full page	2,882
Inside Cover	3,989

AD SIZES:

1/6: 2 1/4" x 4 15/16"
1/4: 4 5/8" x 3 3/4"
1/2: 7" x 4 15/16"
1/3: 4 5/8" x 4 15/16"
2/3: 4 5/8" x 10"
Full (live) page: 7" x 10"

PAGE SPECS:

Column format: 3
Column width: 2 1/4"
Gutter: 1/8"
Outside margin: 7/8"
Inside margin: 1/2"
Top margin: 3/8"
Bottom margin: 1/2"
Trim size: 8.375"x10.875"
Bleed size: 8.5"x11.125"

BI-MONTHLY ISSUES:

Issues dated as Jan./Feb., March/April, May/June, July/August, Sept./Oct., Nov./Dec.

CLOSINGS:

Generally reserve ad space the first Monday of the month preceding each issue. Call for specific reserve space and ad copy deadlines.

DISPLAY AD MATERIALS:

Show Me MFB requires electronic ad copy from Adobe files (Photoshop, Illustrator, InDesign, Acrobat) in native, tif, eps, or pdf formats. Files accepted on CD-ROM or via e-mail with PC fonts included.

DISCOUNTS:

A 15% Agency Commission applies to recognized agencies and artwork submitted as a pdf, tif, or eps hi-res file. Frequency discounts of up to 2x=5%, 4x=10%, and 6x=15% may apply.

Contact Chris Fennewald, Editor
 voice: (573) 893-1469 / fax: (573) 893-1560 / e-mail: cfennewald@mofb.com
 701 South Country Club Drive, Jefferson City, MO 65109

HARD COPY:

Ads must be provided in an electronic format. Camera-ready copy can be provided in addition to an electronic file, but is not required.

ADDITIONAL PRODUCTION CHARGES:

\$25 additional charge for scans.

\$20 charge for typesetting copy changes.

Stitched or binding for supplied cards (Size: min 3 ½" x 5" to max – size of publication)*

\$23/M + \$60 setup for tipping supplied inserts to front or back of signatures.

\$140.50/M hand tipping

*Supplied cards should have a 3/16" head trim and allow ¼" pickup on high folio side.

Stitched in cards must have at least a 3" binder flap or be at least 3" wide on both sides.

If stitched and perfed – perf should be ¼" from fold. Minimum weight for any insert is 45# text.

PAYMENT:

Full payment of display and classified advertising is required after first notice (30 days). Ads not paid in full after third notice (90 days) are pulled from the publication. Billings are turned over to a collection agency after the fourth and final notice.

ADVERTISING EXCLUSIONS:

Farm Bureau does reserve the right to reject a display or classified. The magazine cannot accept advertisements for alcoholic beverages, tobacco-related products, patent medicines, political campaigns, insurance or similar goods sold by one of Missouri Farm Bureau's companies.

CLASSIFIED ADVERTISING

AD COST AND SIZE:

Members of Missouri Farm Bureau can receive up to two free ads per calendar year. After the free ads are used, the cost of each additional classified ad insertion is \$16. Classified advertising is for members only. The size of the ad is based on lines and spaces. Ads can be no longer than 10 lines at 22 spaces per line. If the ad copy warrants, the editor may accept ads up to 12 lines in length but reserves the right to edit each ad.

AD HEADINGS:

Classified ads can be placed under any of these headings: Auto/Truck; Business/Service; Equipment; Live-stock/Feed; Miscellaneous; Real Estate; and Wanted.

Exclusions: Farm Bureau does reserve the right to reject an ad. The magazine cannot accept advertisements for alcoholic beverages, tobacco-related products, patent medicines, political campaigns, insurance or similar goods sold by one of Missouri Farm Bureau's companies.

CLASSIFIED AD DEADLINES:

Members should turn ads into the county Farm Bureau office. It is the county office's responsibility to keep track of free ads used. Field secretaries will e-mail the ad to Diane Kalaf or Chris Fennewald in Public Affairs. The deadline to guarantee a classified ad in a publication is the 10th of the month prior to the publication month. For example, deadline for the May/June issue is April 10th. Ads, however, may still be taken if space is available up until print deadline.